

File  
TITL  
Market #32

PHILIP MORRIS U. S. A.  
INTER - OFFICE CORRESPONDENCE  
Richmond, Virginia

To: Mr. J. E. Wickham Date: June 28, 1990  
From: Deborah R. Watson  
Subject: Comparison of Tar, Nicotine and Carbon Monoxide Deliveries  
For Market Sample #32: TITL versus Philip Morris

The tar, nicotine and carbon monoxide (CO) deliveries of domestic cigarette brands were reported by the Tobacco Institute Testing Laboratory (TITL) in June, 1990 for Market Sample #32. Cigarettes tested by TITL were obtained from the retail market between the last week in January and the third week of March, 1989. The TITL data from Market Sample #32 were compared with Philip Morris data from the March, 1989 Cigarette Information Report.

The average tar, nicotine and CO deliveries of all brands included in the comparative study are listed.

	Tar, <u>mg/cigt.</u>	Nicotine, <u>mg/cigt.</u>	CO, <u>mg/cigt.</u>
TITL	12.0	0.91	12.3
Philip Morris	11.5	0.87	11.4

Mr. R. M. Jones analyzed the data from Market Sample #32. Regression analyses were run to test for differences between the laboratories. This statistical analysis shows that there appears to be a tendency for the results from Philip Morris to be about 4% lower than the results from TITL. Although this constant difference exists, it is not statistically significant.<sup>1</sup>

It should be noted that differences in deliveries between TITL and Philip Morris began in 1986 (Market Sample #29) when TITL moved to a new laboratory. Prior to that time, both laboratories agreed favorably for tar, nicotine and CO deliveries.

The average tar, nicotine and CO deliveries for Market Sample #32 in comparison to previous surveys are given in Table I. The average differences in the tar and nicotine deliveries by incremental tar ranges are given in Table II. The average differences in CO delivery between the two laboratories are given in Table III. The correlations of the tar, nicotine and CO deliveries of TITL and Philip Morris are shown in Graphs 1, 2 and 3, respectively.

Table IV lists the Philip Morris brands that have an advertised tar value which is different from the tar delivery reported by TITL for Market Sample #32. Only two brands in Market Sample #32 have higher tar deliveries than the present advertised values. These brands are Alpine KFMSP and (Philip Morris) RNFSP.

The individual brand comparisons by manufacturer for tar, nicotine and CO deliveries are reported in Tables V-XI. Large differences observed

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between laboratories, other than those resulting from puff count, may be attributed to different sampling methods and the ability of Philip Morris to detect brand modifications.

Thirty-four brands were added to Market Sample #32 and ten brands were deleted from this survey. Additions and deletions are reported in Table XII.

<sup>1</sup>Reference memo from R. M. Jones to Debbie Watson, "Comparison of Smoking Results from TITL and PM," dated June 26, 1990.

cc: Mr. J. Bickett  
Mr. H. Burnley  
Dr. J. Charles  
Mr. R. Heretick  
Dr. K. Houghton  
Mr. E. Houminer  
Mr. W. Kuhn  
Dr. C. Lilly  
Ms. B. Mait  
Mr. J. Miracle  
Mr. F. Newman  
Mr. F. Resnik  
Mr. M. Serrano  
Mr. L. Zinski  
Central File

*Deborah R. Watson*

Attachments